MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

BTQ3094 – TOTAL QUALITY MANAGEMENT FOR MANAGERS

(All sections / Groups)

10 AUGUST 2022
9:00 AM – 11:00 AM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages excluding cover page with **FIVE (5)** questions only.

2. Attempt **ALL** the questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the answer sheet provided.

ANSWER ALL QUESTIONS

QUESTION 1

a) A restaurant emphasises not only on their foods and beverages but also services. Assess the service quality of a good restaurant based on the **FIVE (5)** service quality dimensions.

(10 marks)

b) Leadership has been included as a variable in most of the quality management theories. Discuss the role of leadership in quality management.

(10 marks)
(Total: 20 marks)

QUESTION 2

a) The 5S system is a lean methodology that improves workplace efficiency and eliminates waste. Explain each 'S'.

(10 marks)

b) Discuss why prevention cost is so important and give 4 examples of potential prevention cost.

(10 marks)
(Total: 20 marks)

QUESTION 3

a) Illustrate a process-chain-network (PCN) diagram for an eCommerce store.

(10 marks)

b) Benchmarking is a way of discovering what is the best performance being achieved, whether in a particular company, by a competitor or by an entirely different industry. Give and explain 5 types of benchmarking a company can use.

(10 marks)
(Total: 20 marks)

Continued .....

QUESTION 4

a) According to The Edge Markets, on 21 June 2022, Honda Malaysia announced a product recall involving a total of 1,527 units of the affected models involving City, City Hatchback, HR-V and BR-V in a precautionary safety measure. Discuss why and how Honda Malaysia do so.

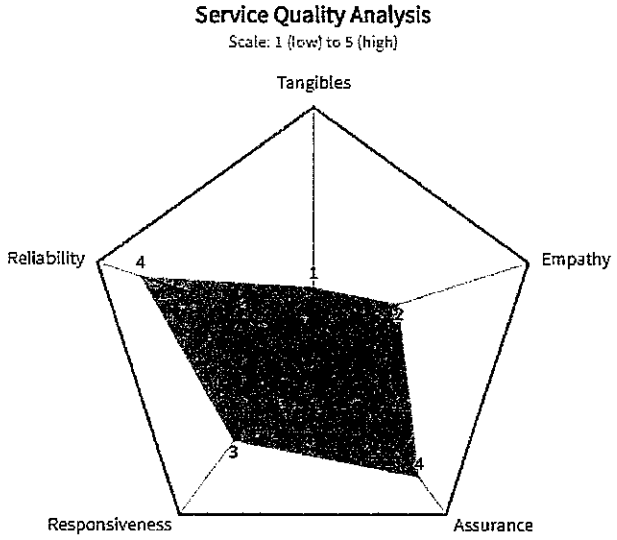
(8 marks)

b) Explain the three 'Ts' of Poka-yokes and give an example for each 'T'?

(12 marks)
(Total: 20 marks)

QUESTION 5

a) Evaluate the service quality of CIMM bank based on the spider chart below and give your recommendations on how the service quality of CIMM bank can be improved.



(10 marks)

b) Give and explain 5 factors that affecting statistics failure in the workplace.

(10 marks)
(Total: 20 marks)

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